

Tobacco Company

Sales

Retail

1221	<i>6</i>	1222	<i>71</i>
1223		1223	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			

Sent Via FAX

10 Pages

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To: Boston R.O.U. #1110244 *JM* RSM RBM
 New York Metro R.O.U. #1210
 Philadelphia R.O.U. #1310
 Richmond R.O.U. #2910

For Dissemination to All Sales/Retail Reps With Xtra Mart Locations
On Attached Self Service List - CID # 1403 00 00

RE: Xtra Mart Contract Implementation

Ladies and Gentlemen:

Mr. Frank Feeney, Vice President of Purchasing for Xtra Mart Convenience Stores, has authorized the placement of RJR's Self-Service Permanent Counter Display Program in the attached (22) twenty-two listed Xtra Mart locations.

Please find below pertinent details regarding the implementation of this Program:

Full Price Displays

- Two (2) Displays required
- Thirty-two (32) total **Full Price Facings**
- Only 5-Pack deep trays are authorized
- Placement of APD Displays recommended ... *Attached

Location of Full Price Displays

- Attached Xtra Mart POG signed by Mr. Frank Feeney.
- One Display in front of the prime use register and the second in front of a second register or Lottery Machine.
- In the event no second register or Lottery Machine is present, then the RJR second display will be placed next to / adjacent to the display in front of the prime register.

Savings Displays

- RJR's requirement for a permanent Savings Display has been waived as Xtra Mart's policy is to have no Permanent Savings Displays on location. (**No manufacturer's Savings Displays are authorized**). In the event a competitive Permanent Savings Display is placed, deletion of payment should occur and be explained in the note section of Non-Compliance.

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Self Service Contract
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Permanent Advertising

- RJR is authorized to maintain one (1) Permanent Advertising Piece in each location in which RJR contracts are placed. Authorized Permanent Advertising attached. (Note: Availability of certain selected items is limited).

SIS Reporting ↗

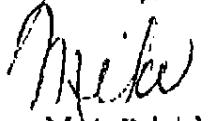
- When the components of this Retail Partners Contract are put into place in each of the listed locations, please notify me via (Voice Mail #67719) and I will ensure SIS (Merchandising and Accrual) contracts are updated.

Additional Information

- Frank Feeney has sent to all locations an Xtra Mart inter-company memo #59 notifying all locations of the RJR Display Program ... (attached).
- Your assistance in ordering / obtaining necessary Displays and Permanent Advertising via your ROU is preferred. If this is not feasible, notify me via Voice Mail (#67719) and I will facilitate shipment of necessary materials directly to the location.
- In the event the components of this program cannot be placed for whatever reasons, please let me know and I will review on an individual basis with Mr. Feeney.

Your assistance and follow-through with this request is greatly appreciated.

Sincerely,



M. A. Belniak

MAB/nsk

Attachments

51847 2613

XTRAMART
Self Service Locations

Rep	ACCT. #	NAME	STORE #	ADDRESS	CITY	STATE
112820	678436	XTRA MART CONV	7435	35 NARRAGANSETT AVE	JAMESTOWN	RI
112820	483016	XTRA MART	2970	3411 KINGSTON RD	WEST KINGSTON	MA
112821	483005	DARLINGTON SUN	1840	823 NEWPORT AVE.	PAWTUCKET	RI
112821	701063	XTRA MART	2290	134 E MAIN ST	E. BROOKFIELD	MA
112826	441750	XTRA MART MOBIL	128	193 SOUTH AVE.	WHITMAN	MA
112827	319302	XTRA MART	7195	879 SOUTHBRIDGE ST	AUBURN	MA
113025	692528	XTRA MART	7445	12 WASHINGTON ST	TAUNTON	MA
113105	667276	TORRINGTON CITGO	7755	37 WINSTED RD	TORRINGTON	CT
113109	667277	STILL RIVER TEXACO	7765	8 S. MAIN ST	WINSTED	CT
113120	727232	XTRA MART	7720	513 MAIN ST	NEW HARTFORD	CT
113120	725964	XTRA MART	7730	N. MAIN & RIVERTON RD	WINSTED	CT
113121	720810	CITGO XTRA MART	7760	KTS 4 & 7	CORNWALL BRIDGE	CT
113121	631464	XTRA MART	7715	GAY STREET	SHARON	CT
113122	727233	XTRA MART	7705	KOT RT 63 & 109	MORRIS	CT
122206	741541	XTRA MART	7440	42 LAKE ST	WHITE PLAINS	NY
122221	629195	XTRA MART	7055	180 WAKELEE AVE	ANSONIA	CT
132223	742084	XTRA FUEL	7520	7300 WASHINGTON BLVD.	HALETHORPE	MD
292601	646184	HOMOCO GAS #18	7575	4644 BALTIMORE AVE	HYATTSVILLE	MD
292604	618093	HOMES OIL	7645	9518 LEE HIGHWAY	FAIRFAX	VA
292606	793176	HOMES OIL #17	7640	6241 RICHMOND HWY	ALEXANDRIA	VA
292624	791653	XTRA MART	7550	13615 GEORGIA AVE	SILVER SPRING	MD
292740	729658	XTRA MART	7565	RT 301 NORTH	BEL ALTON	MD

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